

Summary of financial implications

Task	Capital cost Estimated by consultant	Operating cost estimated by consultant	Comment
Review potential redistribution of short and long stay parking provision – including designating a new “central parking zone”.		£20,000	We could carry this out as part of the business planning process
Review opportunities to increase central area car parking provision associated with new development		£20,000	We are discussing this aspect with development partners and looking at other opportunities.
Signing review		£20,000	We will review signing within the car parks as part of our business operation
Review of town centre way finding		£20,000	Surrey County Council are looking at pedestrian way finding in Guildford. We would need to work with Surrey County Council on non-pedestrian way finding improvements.
Develop package of measures to address peak demand		£20,000	This has been looked at previously but further work could be carried out as part of the business planning
Develop a parking marketing and communications strategy		£5,000	Work with communication as part of our normal work load
Implement package of measures to address peak demand		Up to £50,000	The cost would depend on solutions but may need new finance

Appendix 3

Task	Capital cost Estimated by consultant	Operating cost estimated by consultant	Comment
Implement tariff changes/reallocation of short/long stay parking	Up to £250,000	n/a	We could carry out this work as part of the business planning, unlikely to cost the amount highlighted but may need new money.
Implement way finding and public realm improvements	£500,000 to £1m	Up to £50,000 per annum	Surrey County Council have funding for pedestrian way finding improvements. Non pedestrian way finding improvements would require funding
Implement a parking marketing and communications strategy		Up to £5,000 per annum	Depending on the plan, this may require some new money.
Monitor and review of strategy		Up to £10,000 per annum	Part of the business operation